



Order / Rev: 710018  
 Alt Order #: 06298465  
 Flight Dates: 09/05/12 - 09/10/12

Advertiser: Jim Renacci for Congress  
 Product Desc: RENACCI FOR CONGRESS  
 Estimate: 3090  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WKYC	09/07/12	09/07/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			1		\$700.00		0.00				
4	WKYC	09/07/12	09/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			1		\$1,200.00		0.00				
5	WKYC	09/07/12	09/07/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			1		\$1,200.00		0.00				
6	WKYC	09/10/12	09/10/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$475.00		0.00				
7	WKYC	09/10/12	09/10/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$175.00		0.00				
8	WKYC	09/10/12	09/10/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$650.00		0.00				
9	WKYC	09/10/12	09/10/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$1,000.00		0.00				
10	WKYC	09/10/12	09/10/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$6,500.00		0.00				
11	WKYC	09/08/12	09/08/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S-			1		\$1,600.00		0.00				
12	WKYC	09/08/12	09/08/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S-			1		\$650.00		0.00				
13	WKYC	09/09/12	09/09/12	Sun 11-1135p LN SUN	CM	11-1135p	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S			1		\$2,400.00		0.00				
14	WKYC	09/09/12	09/09/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S			1		\$1,400.00		0.00				
16	WKYC	09/06/12	09/06/12		CM	1135p-1237a	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00

Order / Rev: 710018  
 Alt Order #: 06298465  
 Flight Dates: 09/05/12 - 09/10/12

Advertiser: Jim Renacci for Congress  
 Product Desc: RENACCI FOR CONGRESS  
 Estimate: 3090

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show		Tonight Show									
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	---T---		1	\$750.00			0.00						
17	WKYC	09/06/12	09/06/12	Late Night	CM	1237a-136a	---T---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Late Night w/Jimmy Fallon											
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	---T---		1	\$500.00			0.00						
18	WKYC	09/06/12	09/06/12	M-F 430a-5a	CM	430a-5a	---T---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
				430a News											
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	---T---		1	\$175.00			0.00						
19	WKYC	09/06/12	09/06/12	M-F 5-6a	CM	5a-6a	---T---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Channel 3 News @ 5AM											
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	---T---		1	\$700.00			0.00						
20	WKYC	09/06/12	09/06/12	M-F 5-6p	CM	5p-6p	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	---T---		1	\$750.00			0.00						
21	WKYC	09/06/12	09/06/12	M-F 7-730p	CM	7-730p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Channel 3 News at 7P											
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	---T---		1	\$1,200.00			0.00						
22	WKYC	09/06/12	09/06/12	M-F 730-8p	CM	730-8p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Entertainment Tonight											
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	---T---		1	\$1,200.00			0.00						
23	WKYC	09/05/12	09/05/12	Tonight Show	CM	1135p-1237a	--W----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				Tonight Show											
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	--W----		1	\$750.00			0.00						
24	WKYC	09/05/12	09/05/12	Late Night	CM	1237a-136a	--W----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Late Night w/Jimmy Fallon											
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	--W----		1	\$500.00			0.00						
25	WKYC	09/05/12	09/05/12	M-F 430a-5a	CM	430a-5a	--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
				430a News											
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	--W----		1	\$175.00			0.00						
26	WKYC	09/05/12	09/05/12	M-F 5-6a	CM	5a-6a	--W----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Channel 3 News @ 5AM											
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	--W----		1	\$700.00			0.00						
27	WKYC	09/05/12	09/05/12	M-F 7-730p	CM	7-730p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Channel 3 News at 7P											
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/03/12	09/09/12	--W----		1	\$1,200.00			0.00						
28	WKYC	09/05/12	09/05/12		CM	730-8p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00

Order / Rev: 710018  
 Alt Order #: 06298465  
 Flight Dates: 09/05/12 - 09/10/12

Advertiser: Jim Renacci for Congress  
 Product Desc: RENACCI FOR CONGRESS  
 Estimate: 3090

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 730-8p											
				Entertainment Tonight											
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--W----	1		\$1,200.00		0.00						
29	WKYC	09/05/12	09/05/12	NFL Kickoff Special	CM	Various	--W----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
				NFL Kickof Special		(9:00 PM-11:00 PM)									
NFL KCKOFF: DAL@NYG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--W----	1		\$7,500.00		0.00						
N30	WKYC	09/05/12	09/07/12	M-F 7-730p	CM	7-730p	--WTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Channel 3 News at 7P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	1		\$1,200.00		0.00						
													Totals	29	\$37,125.00